



BRAND GUIDELINES AND STYLES

Brand Style Guidelines

Approved logo variations, color values, and typography for anyone producing MSI Viking branded materials.

2026 EDITION



WHO WE ARE

Total Metrology Solutions

About MSI Viking

MSI Viking is a leading supplier of precision measuring technologies and services offering a vast range of products, accredited calibration and inspection services, repair services, and custom engineered solutions.

Our Focus

Providing state-of-the-art solutions for high-precision manufacturing industries that require accuracy and automation in their processes.

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Everything required to reproduce the MSI Viking identity correctly across print, web, and social applications.

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Logo Variations

Approved marks and the backgrounds each one is built for.

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Color Palette

Pantone, CMYK, RGB, and Hex values for every brand color.

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Brand Fonts

Approved typefaces and the weights cleared for use.

Proper Logo Usage

Choose the variation with the most contrast against its background. Two-color versions are preferred wherever color reproduction allows; one-color versions are for single-ink printing and limited-color applications.

GRAY TWO-COLOR

White or light gray backgrounds



GRAY ONE-COLOR

Light blue or tinted backgrounds



WHITE TWO-COLOR

Dark gray backgrounds



WHITE ONE-COLOR

Navy or dark photo backgrounds



LOGO VARIATIONS

Website Logo Usage

The website lockup changes with viewport. Desktop carries the full lockup including the tagline; mobile drops the tagline so the wordmark stays legible at reduced size.

DESKTOP

Full lockup with Total Metrology Solutions tagline



MOBILE

Wordmark only, tagline removed for legibility



Brand Colors and Reproduction Values

MSI Blue is the primary brand color. MSI Gray carries body copy and secondary type. Use Pantone for spot printing, CMYK for process printing, and Hex or RGB for screen.

MSI Blue

Pantone 299 C

C 80 M 20 Y 0 K 0

R 0 G 158 B 219

Hex #009EDB

MSI Gray

Pantone 7540 C

C 0 M 0 Y 0 K 85

R 77 G 77 B 79

Hex #4D4D4F

MSI White

C 0 M 0 Y 0 K 0

R 255 G 255 B 255

Hex #FFFFFF

Typography for Headlines, Titles, and Copy

Four approved typefaces cover print, web, and social applications. Each is cleared for headlines, titles, and body copy.

Oswald

Headlines, titles, and copy

Aa Aa Aa Aa

Extralight · Light · Regular
Medium · Semi Bold · Bold

Roboto Condensed

Headlines, titles, and copy

Aa Aa Aa Aa

Light · Light Italic · Regular
Italic · Bold · Bold Italic

Poppins

Headlines, titles, and copy

Aa Aa Aa Aa

Extra Light · Regular
Bold · Bold Italic

Acumin

Headlines, titles, and copy

Aa Aa Aa Aa

Regular · Medium
Bold · Black

Acumin is licensed through Adobe Fonts and is shown here in a substitute face. License it through Adobe Fonts for print and desktop work.

BRAND QUESTIONS

Need a file or an approval?

For logo files in a format not listed here, co-branding approvals, or questions about applying these standards, contact the MSI Viking marketing team.

Web msi-viking.com/press-kit

Phone 864.433.9771 | Mon–Fri 8–5 EST

